Postponement of relaunching of Doordarshan Channel-3

1988. SHRI RAJUBHAI A. PARMAR:
SHRI RAJNI RANJAN SAHU:
SHRI SUSHILKUMAR SAMBHAJIRAO SHINDE:
SHRIMATI VEENA VERMA:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether relaunching of the Doordarshan Channel-3 has been further postponed;

(b) if so, the reasons for the delay and postponement; and

(c) by when it is likely to be relaunched and what are the salient features of this third channel?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K. P. SINGH DEO): (a) to (c) Doordarshan-3 is presently off the air as the programming on it is being restructured. The channel, on commencement of operations, sometime later this year, will telecast serious programmes with an emphasis on news, current affairs including business and economy and other information based programmes on science & technology, environment etc. entertainment with high artistic and cultural content such as classical music and dance (both Indian and international), dramafi artistic films (both features and documentaries), serials Indian & foreign.

Import of Newsprint

1989. SHRI O. P. KOHLI: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether newsprint is being imported by Government without knowing factually the accurate circulation of newspapers.

(b) if so, how much newsprint was imported in each of the last three years and what in the actual circulation of newspapers;

(c) whether Government propose to review the newsprint import policy to check the misuse of imported nefaprins; and

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K. P. SINGH DEO): (a) No, Sir. After the decanalisation of import of newsprint w.e.f. 1.4.92, the Government has not been importing newsprint.

(b) Does not arise.

(c) and (d) The existing policy is considered to be adequate for the present. Review is an ongoing process.

Criteria for Disbursing Government Advertisement to Newspapers

1990. SHRI O. P. KOHLI: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) what is the criteria adopted in disbursing Government advertisements to the newspapers and on what basis is the criteria adopted;

(b) whether discrimination is taking place in the disbursing of Government advertisements to the small and medium regional newspapers;

(c) if so, how many complaints/representations were received in this regard by Government and the action taken thereon;

(d) the setps taken by Government to disburse Government advertisements equally to the newspapers; and

(e) if no step has been taken, the reasons therefor??

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K. P. SINGH DEO): (a) Government advertisements are issued to only those news-papers/periodicals which are empanelled with DAVP. Advertisements are released in various categories of periodicals keeping in view the publicity requirements, target

readership, area intended to be covered and budgetory provisions. The criteria has been adopted with the objective of securing widest possible coverage throughh newspapers.

(b) and (c) No, Sir. There has been no discrimination. However, there have been representations from some newspapers stating that the quantum of advertisements issued by DAVP is not adequate.

(d) and (e) Continuous efforts are made for placing advertisements in a balanced manned subject to the publicity requirements, target readership, area to be covered and budgetory provisions.

Publicity Through Private Agencies

1991. Prof . Vijay Kumar Malhotra: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether as per the Allocation of Business Rules, only the Directorate of Advetising and Visual Publicity is supposed to undertake the publicity for all the departments of the Government of India;

(b) if so, the reasons for some departments to use private agencies to get their material publicized;

(c) the steps taken to check the same; and

(d) the details of the Departments which used the services of private agencies for publicizing their material?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K. P. SINGH DEO): (a) Yes Sir, except Ministry of Railways who handel their own advertisements on DAVP rates.

(b) All Ministries/Departments of the Government have generally been routing their advertisements through DAVP except in exceptional circumstances when a few departments have released some advertisements of emergent nature directly because of urgency and paucity of time.

(c) Ministry of Information & Broadcasting and DAVP have written from time to time to various Ministries and Departments reiterating the Government decision to route their advertisements through DAVP.

(d) As per information available, the following Departments have released a few advertisements directly:

(i) Air Force and Army Wing, Ministry of Defence;

(ii) National Informatics Centre of Planning Commission;

(iii) Department of Space;

(iv) Department of Food;

(v) Department of Telecommunication;

(vi) Directorate of Income Tax and

(vii) Department of Posts

New Channel for Agriculture Based Programmes

1992. SHRI RAM GOPAL YADAV: SHRI AJIT P. K. JOGI:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government propose to start a new Doordarshan Channel to telecast the agriculture based programme;

(b) if so, the details thereof; and

(c) the amount likely to be spent on this scheme?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K. P. SINGH DEO): (a) to (c) With effect from 15.4.1994 all major Kendras of Doordarshan have started telecasting agricultural and rural development programmes on all the five days from Monday to Friday for a duration of half-an-hour daily. Such a programme costs Rs. 1 lakh approximately on an average. Some of the